

Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. through 13. (Canceled)

14. (Currently amended) The method of claim [[12]]74, further comprising converting a format of the content into a single format for display.

15. (Currently amended) The method of claim [[72]]74, further comprising reviewing content prior to display for appropriateness.

16. (Currently amended) The method of claim [[72]]74, further comprising verifying the displaying of the content.

17. (Previously presented) The method of claim 16, wherein the verifying comprises capturing image and time data of the display of the content.

18. (Currently amended) The method of claim [[72]]74, further comprising detecting customer traffic near at least one of the plurality of selected display screen locations.

19. (Previously presented) The method of claim 18, further comprising generating a market analysis report from the detection of traffic.

20. through 21. (Canceled)

22. (Currently amended) The method of claim [[72]]84, wherein the display comprises a plurality of pixels, the method further comprising detecting defective pixels in one of the display screens.

23. (Previously presented) The method of claim 22, further comprising automatically calibrating the defective pixels based on the detecting.

24. through 72. (Canceled)

73. (Currently amended) The method of claim [[72]]74, wherein the advertising content is still image content.

74. (New) A method of providing video or still image advertisements at selected locations on a network of multiple display screens that are located in traffic areas, the method comprising:

providing advertising customers of the system the opportunity to electronically order display of advertising content at display screen locations selected by the advertising customers;

receiving advertising content from the advertising customers;

transmitting customer advertising content received from the advertising customers to the selected display screen locations; and

driving the display screen at each selected location to display the customer's advertising content in accordance with the order.

75. (New) The method of claim 74, comprising generating a bill in accordance with the order.

76. (New) The method of claim 74, wherein providing advertising customers of the system the opportunity to order display of advertising content at selected display screen locations comprises providing a Web-based customer interface.

77. (New) The method of claim 74, wherein transmitting customer advertising content to the selected display screen locations comprises sending the advertising content to the selected display screens using an Internet protocol.

78. (New) The method of claim 74, wherein transmitting customer advertising content to the selected display screen locations comprises sending the advertising content to the selected display screens using wireless communications.

79. (New) The method of claim 74, wherein driving the display screen comprises driving a plurality of LEDs.

80. (New) The method of claim 74, wherein the advertising customers include an owner of one of the display screens.

81. (New) The method of claim 74, wherein the plurality of display screens comprises at least one of a vacuum fluorescent display, a plasma display, or a cathode ray tube display.

82. (New) The method of claim 81, wherein the plurality of display screens further comprises at least one of a light emitting diode display or a liquid crystal display.

83. (New) The method of claim 74, wherein the act of transmitting customer advertising content to the selected display screen locations comprises implementing a transmission mechanism selected from the group consisting of high speed cable, a satellite link, a dedicated telephony connection, a high-speed communications line, a cellular or PCS data transmission device, the Internet, a radio or radio pulse transmission device, a high speed optical fiber, and physical delivery of a medium storing said content.

84. (New) The method of claim 74, wherein at least one display screen of the plurality of display screens comprises a plurality of pixels.

85. (New) A system of multiple display screens, the system comprising:
a network comprising a plurality of display screens located in traffic areas;
at least one computer implemented central information processing station comprising:

a scheduling module configured for advertising customers of the system to review a schedule of one or both of times and display screen locations that are available for placement of advertisements, wherein the scheduling module is further configured to receive an order to purchase placement of advertising content on selected display screens of the plurality of display screens,

a receiving module configured to receive customer advertising content, and

a distribution module configured to distribute the advertising content received from the customer to the selected display screens; wherein the scheduling module is further configured to direct each selected display screen to display the customer's advertising content in accordance with the order.

86. (New) The system of claim 85, wherein at least a portion of the plurality of display screens comprise LED electronic displays.

87. (New) The system of claim 86, wherein each electronic LED display comprises a dedicated server that receives advertising content information from the central information processing station and drives its respective display screen to display the customer's advertising content in accordance with the order.

88. (New) The system of claim 85, wherein the central information processing system includes a customer interface web server providing Internet access to the system.

89. (New) The system of claim 85, further comprising a billing module configured to generate a bill for the order.

90. (New) The system of claim 85, wherein the receiving module is configured to receive customer advertising content directly from the customer using a customer interface web server providing Internet access to the system.

91. (New) The system of claim 85, wherein the scheduling module is further configured for advertising customers of the system to review a schedule of specific time slots display locations are available for placement of advertisements.

92. (New) The system of claim 85, wherein the advertising customers include an owner of one of the display screens.

93. (New) The system of claim 85, wherein the plurality of display screens comprises at least one of a vacuum fluorescent display, a plasma display, or a cathode ray tube display.

94. (New) The system of claim 93, wherein the plurality of display screens further comprises at least one of a light emitting diode display or a liquid crystal display.

95. (New) A system providing commercial advertisers the opportunity to place video or still image advertisements at selected locations on a network of multiple display screens, the system comprising:

means for providing advertising customers of the system the opportunity to order display of advertising content at selected display screen locations;

means for receiving advertising content from the advertising customers;

means for transmitting customer advertising content to the selected display screen locations; and

means for driving the display screen at each selected location to display the customer's advertising content in accordance with the order.

96. (New) The system of claim 95, comprising means for generating a bill in accordance with the order.

97. (New) The method of claim 95, comprising means for sending the advertising content to the selected display screens using an Internet protocol.

98. (New) The method of claim 95, comprising means for sending the advertising content to the selected display screens using wireless communications.

99. (New) The method of claim 95, wherein the means for driving the display screen at each selected location comprises means for driving LEDs.